

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

--	--	--	--	--	--	--	--	--	--

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMK2064 – PRODUCT PLANNING AND MANAGEMENT

(All section / Groups)

23 OCTOBER 2018

2.30 p.m - 4.30 p.m

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **ONE** page (*excluding* the cover page) with **FOUR** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

- (a) Discuss the purposes of concept testing. (9 marks)
- (b) Describe the **FOUR** major considerations in concept testing research with an appropriate product example. (16 marks)

QUESTION TWO

Prepare a scoring model for full screen of new product concepts based on **FIVE** technical and **FIVE** commercial success factors. (25 marks)

QUESTION THREE

Discuss any **FIVE** contributions of design to the new products process which can help firms achieve a broad spectrum of new product goals. (25 marks)

QUESTION FOUR

In pseudo sale, product innovators can get potential users to make some expression of commitment resembling a sale without actually laying out money based on two common methods. Discuss these two methods in pseudo sale and provide an example for each method. (25 marks)

End of page.